LEATHER and SHOES

THE INTERNATIONAL SHOE AND LEATHER WEEKLY

FEBRUARY 28, 1949

VOL. 117, NO. 10

SHOEGOOPE

... NOT EVERY COLOR

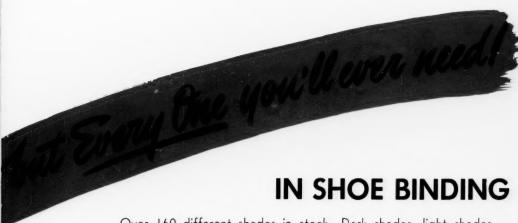




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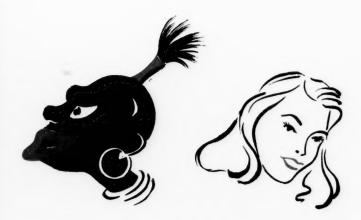
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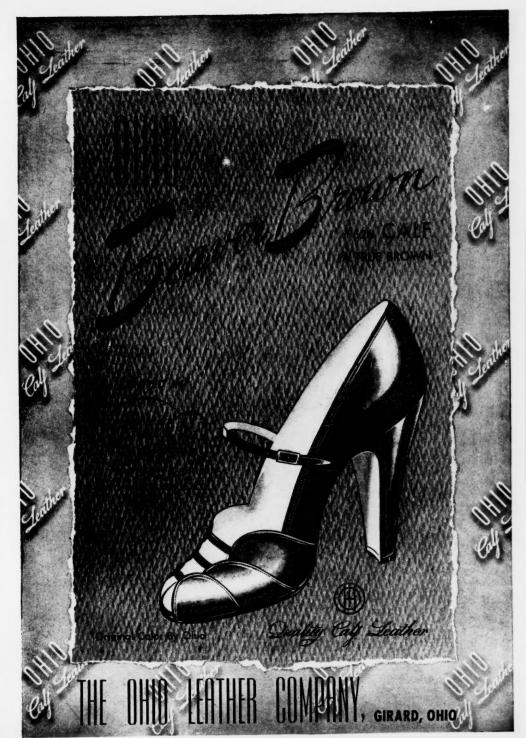
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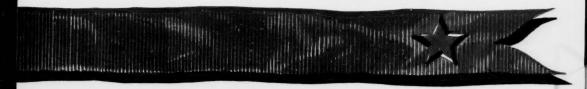


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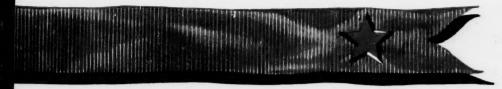


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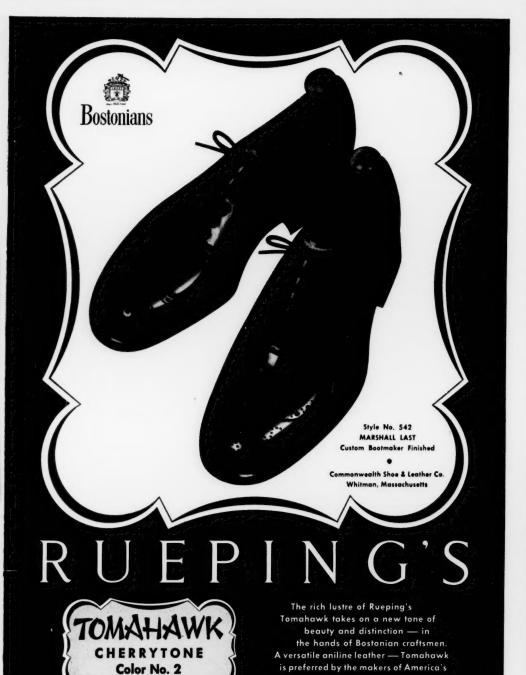
AGENTS

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The shoes on this page were designed especially for North & Judd. You are welcome to use these designs, wholly or in part. If the buckles illustrated are not what you want, tell us your shoe types - we will send you samples, suggestions and prices.



2. Teen Age loafer in heavy Kip. The buckle is a convex pattern, No. 6092, one inch size.

3. Woman's dress shoe in Calf or Suede, using two, five-eighths inch, No. 9710 Roller Buckles.

Ask for samples of these style-setting buckles

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There's a <u>lull-before-the-storm</u> <u>feeling</u> in the shoe style field. Nothing spectacularly new has come into the picture. Stylemen feel that something's due to pop. They're looking, hoping, for some dynamic new style idea to blossom, something they can get their promotional teeth into.

There's a feeling that most of the current shoes, though beautiful, are "mongrelized". We have the sandalized pump and the pump-like sandal. There are cross-breedings and ghillies and moccasins. The so-called casual takes a little bit from every type of basic style. Shoes, as basic fashion types, have lost their individuality. So there's a subconscious uneasiness about this permeating shoe business. As a result, watch for important changes now brewing in the minds of the style pacemakers. They're already experimenting.

A Shoescope national survey shows that calf and suede are the leading materials in dress footwear, even for summer. (Note: light side leathers are called "calf" by most retailers, who ought to know better but evidently don't.) Kid and calf suede chiefly; some fabric and synthetic suede for cheaper shoes. Reptiles doing well. And linen, especially embroidered, in the fabric group, for summer. Kid doing especially well in suede and whites. Patent still a stop-and-go proposition.

Blue, chiefly Navy, the current rage. Some think it will hold strong through Fall. Despite all the noise about color, black continues its dominance, around 60 percent in summer, 80 percent fall-winter. Take out browns' conventional share, plus a leader like blue, and what's left? Much ado about 10 percent of the shoes and all the other colors. However, browns, which have been leading a somewhat cloistered life, are expected to really blossom next Fall, bigger than ever. And talk of fewer colors—more concentration on a few colors.

Toes still mostly open. Their long reign phenomenal. No signs of declining in popularity. Some closed toes, of course, but having a hard time replacing the open. Some mfrs. trying tricks—using deep vamp cutouts, shell vamps, etc., to give compensating "open" effect in front but with toe actually closed.

Square-toed lasts...everybody talking, sampling, but cautious about actual production. Looks like it's in solid, though. Chiefly in higher grades at present, but moving into volume lines. Can be welted for width. Mainly in 8/8 to 12/8 heels. And a neat design idea: square throats, square toes, square heels—a sort of "angulated harmony." Some movement toward use of higher heels in these, but with the squared toe smaller, softened. Small square or walled toe is a modified version of a Turkish toe.

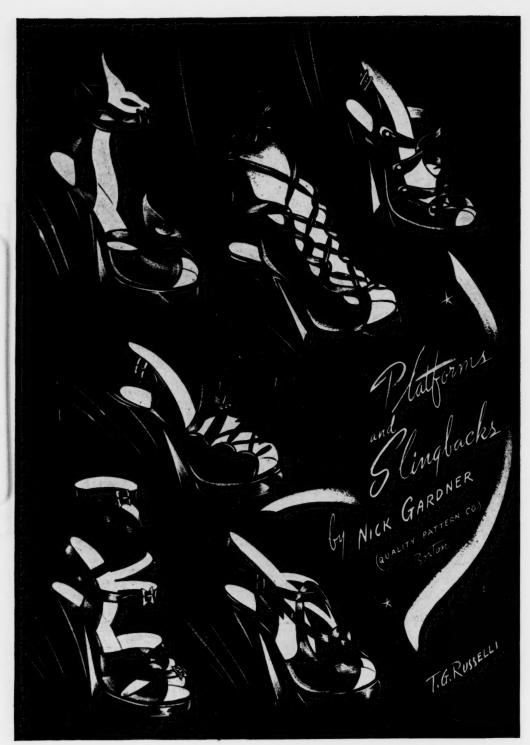
Baby doll last going strong, in 17/8 heel. Also doing fine is the open toe in a 22/8, and the open- or closed-toe pump in an 8/8. Coming up fast is the 16/8 wedge in Californias. Soft-walled lasts much in the running: comfortable and smart, two important sales assets. The long pointed toe last is back in the coffin—proving, as with the initial extremes in the New Look, that all the king's men and his fashion promoters can't sell what the public resists.

What types shoes will get the spotlight? There is a current lull in such trends. But lots of rumblings beneath the surface. No one certain where the eruption will strike, or what it will consist of. The ankle strap holds firmly. Mostly singles, some doubles. Most popular treatment is the ankle strap forming a criss-cross over the instep. On straps, ankle and instep, an increasing number of "treatments"—teardrop cutouts, scallops, pinking. Especially on wider straps to "lighten" their look. Wider straps are in the picture. And narrow straps with perforations. Sabot straps, single or double, with button ornaments. But whatever the shoe it will continue to be opened-up, even for fall and winter. That is, treatments giving opened-up effects. And keep an eye on T-straps.

Ties are the talk. But still mostly talk. So many top stylemen believe that the tie is overdue for the spotlight. It has entered consistently into the fashion picture for the past ten years—but always in a small way, hoping each time that it will be a tie season. But so far no major consumer response. So the idea is to keep pitching. For the "resistance" can't continue much longer. Newest note in ties is the use of narrow leather thongs stitched to the quarter—instead of lacings or ribbons looping through cutouts—so that when the thong is tied the reverse side of the leather shows.

Ballerinas are spasmodic. Going strong in some places, fading in others. Consensus is that they are having their last fling. Softies very much in the picture, but require constantly new versions to hold consumer interest. The Spectator flopped last summer, but will be pushed hard this year. The use of the classic wing tip alon; with the asymmetric strap and one-eyelet tie or button straps. All kinds of flats fall in the best-seller class. But be on the watch for a switch in this trend.

The long reign of the platform has amazed everyone. For the past few seasons the predictions were that it was on its way out. But it's still determinedly with us. Almost all lower platforms



A

New sandal version with piped faced saddle and ornamental button; rabbit-eared quarter with gore strap back.

B

White linen with brown calf eyestay, heel and platform, and white grosgrain lacing. A four-eye tie.

C

High-riding front with interlocking strap at vamp and instep with four ornamental buttons vamp to quarter.

G

Pleated vamp with rhinestones on platform and vamp saddle.

H

Cross strap with mesh insert, overlay with 3/16 stripping. Corresponding mesh vamp treatment.

HE combination platform-slingbackopen toe shoe is making a strong comeback. Platforms range from 3/8 to 1/2 inches, and in the better grades up to 11/2 inches.

Lots of rhinestones and draped effects appear to be on the way in. Buttons are still the dominant influence, both ornamentally and functionally. Ankle straps are still good, but seeking newer versions such as suggested in these models. Likewise with most straps.

Mesh shoes for summer will be popular in some grades, prominent in the overall style picture. Linens with leather trims are going well. Ties are also making appreciable headway in the higher grades, and creating interest in lower grades.

Designer Nick Gardner reveals some of these new fashion treatments in these ten exclusive models.

D

High slingback pump with latticed vamp, rabbit-ear saddles with stud-decorated keeperand platform

E

"Climbing vine" ankle strap with harmonizing cross strap vamp treatment. Ornamental buckle at toe.

F

Gracefully contoured interlocking instep and vamp effect.

I

Rabbit-ear vamp with inserted mesh at vamp and quarter. Stripping at vamp.

J

New version of Theo tie with rabbit-ear back, symmetrical open shank.





A

Where the instep strap meets the quarter, the latter is raised a bit, then drops; low vamp with cutouts.

B

Vamp has tab with botton trim; baby Louis wedge heel.

C

Unique peaked effect on vamp and quarter, wedge heel.

D

White suede with instep strap and vamp of brown calf. Functional strap buckle.

E

Offsided instep strap with white stitch trim on green calf attached to white vamp and quarter.

E2

Low vamp with smart button trim and offsided cutouts, wedge heel. C

Low vamp, cutout quarter with instep pulled through, wedge heel.

н

Simple pump with collar affords opening with smart three-button trim.

1

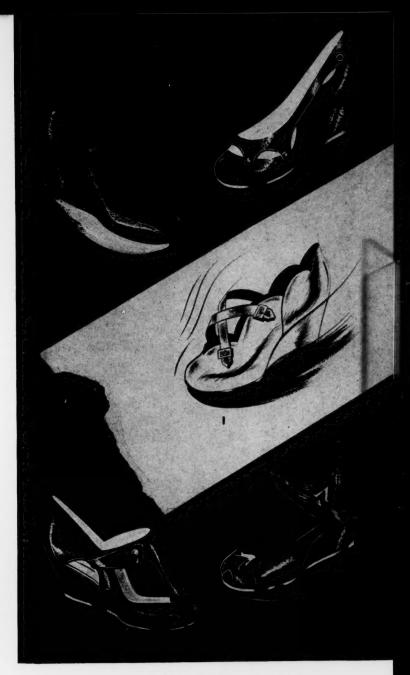
Scalloped top line at quarter with cross strap on instep.

J

Large opening on vamp and quarter allows strap to be pulled through and buttoned.

K

Stripping on vamp and quarter held by tabs; combination suede and patent leather; baby Louis wedge heel.



WITH the trend to lower priced lines, casuals will lead the fashion parade. The important 1948 features will continue—buttons, scallops, collar effects, single instep straps and cross straps. And look for variations in perforations, cutouts and teardrop touches.

The extremely low V-vamp will continue to be featured because it enhances the light and delicate appearance of the shoe. As to toes, the field is happily divided between open and closed toes. The open back—for Summer, anyhow—will be very prominent.

Frances Famolare demonstrates some clever versions of all these popular treatments to give a high-grade look to a low-priced shoe. That requires ingenuity—and such is exhibited in these eleven smart casuals.



This shoe carries a mass perforation on the vamp plug (mass perforation does not require as much stitching.)

New type of plateau last, two-tone or single color. Stitching emphasizes design.

IKE the woven shoe, the ventilated shoe for men is in for another popular sumer run. Some two-tones, some allover single colors, in leathers, "Meshcloth" or "Coolbreeze" materials. The well-balanced ventilated shoe contains perforations in the quarter as well as the vamp. These shoes will contain plateau last for younger men, medium brogue and French toes for conservative states. With footwear styles going strongly

Full toe vamp with ventilation along the lacerow, and abund and ly ventilated vamp.

A two-tone shoe on unusual design, with perforated motif at vamp and sides. Stitching is used to smart advantage in this full-vamp collar designed for a plateau last.

Two-tone saddle effect with ventilation following the stitch line, forming a moccasin design around the toe.

"casual," the ventilated shoe for men adapts perfectly to the trend because of its flexibility, comfort, lightness, and easy-on-the-feet feeling so essential for warm weather foot-

sential for warm weather rouwear.

Mel Snow, well-known designer of men's footwear fashions, believes the ventilated shoe for summer will be a best-seller. He has specially designed these eight models which, in his opinion, will be outstanding types in this class.

> Minimum of stitching allows the character of this model to stand out, particularly the decorative effects.

Leisure type oxford with a bound top line and a minimum of ventilation.



MATERIALS

Spring-Summer Footwear

National survey shows fairly consistent uniformity on materials selections. Calf, suede and linen main choices.

T HE SHOESCOPE national footwear fashions survey revealed some interesting notes regarding retail inventories for Spring-Summer selling. The survey covered women's shoe buyers in department stores, shoe chains, and in large, medium and small independents, thus providing an accurate cross-section of retail stocks.

CALF: the over-all consensus gave calf leather top billing, a shade over suede leathers. However, one enlightening point was revealed: by "calf" a lot of retailers actually meant light side leathers which they often consider synonymous with calf. (Note: side leathers represent an estimated 65 percent of all leathers used in footwear.)

SUEDE: Ran a very close second to calf, consisted chiefly of kid and calf suede, especially in the better stores, but with a fair proportion of fabric and other suedes mentioned.

REPTILES: These will make a good showing, particularly for Spring. In allover and trims, and in all colors. Cobra was far in the lead, and other snake types rating well.

KID: Showed a fairly strong hand in the higher grades, but poorer in lower grades. According to consensus, glazed kid is not registering much strength in fashion footwear at present, though kid suede is doing well. White kid for Summer will do well in the better stores, but volume lines are leaning toward other materials for whites.

FABRICS: Practically nil in dress types of footwear,

MATERIALS

	CALF	KID	PATENT	REPTILE	SUEDE	FABRICS	SYNTH- ETICS
N. Y.	2	3	5	4	1*	6	7
Boston	2	4	6	3	1*	5	7
CHICAGO	1	5	3	4	2*	6	7
MIAMI	2	5	6	3	1*	4	7.
Los. Ane.	ı	3	4	5	2*	6	7
DALLAS	1	5	4	3	2*	6	7
St.Louis	1	4	3	5	2*	6	7

^{*} MOSTLY CALF & KID, WITH SMALL AMOUNT OF FABRICS AND SYNTHETICS

but will be in wholesome evidence in casual types, especially low-priced volume lines. Linens are in first place, with nylon meshes and shantungs well in the running. Some of the better grades will feature bright silk prints for Summer.

PATENT: This was sporadic, good in some localities, slow in others. It may not experience its customary sharp-Summer season fall. Colored patent trim effects were mentioned by a number of shoe retailers. Patent registered well in Chicago and St. Louis.

SYNTHETICS: Of course these are restricted to casual footwear where price is by far the major factor. Most important summer synthetic is straw, especially in pastels, which is expected to be a strong factor in Summer shoes. Raffia, plastics, hemp and others in this class are expected to make no appreciable showing.

OTHERS: Elk is receiving some attention, a little more than ordinary. And lots of mention for crepe soles, Summer and fall, ranging in all thicknesses.

Significance

Perhaps the chief point of interest in the survey findings is the continued reign of suede, due for a top role even throughout the Summer, according to most opinion. Suede has been riding high, practically year round, since the war ended. No one could explain the continued strength of suede as against other materials.

Next, the mounting influence of light side leathers (misinterpreted by many who used the over-all term "calf") in style footwear. Great strides have recently been made in these leathers in the style field, whereas before they were regarded largely as "utility" leathers. Calf itself, however, continues its reigning position in the women's shoe fashion field,

Next, the slow but sure return of fabrics and the gradual removal of the wartime-acquired stigma for fabrics after the war. Use of these materials is increasing, though in no spectacular way, but because of their style-potential assets and the willingness of consumers to again wear fabric footwear.

Next, glazed kid still has a selling job in the style field, especially the volume or popular-price field where nearly 90 percent of women's fashion shoes are sold. No trouble in this respect for suede kid, or glazed kid in seasonal whites or metallics, or in the high-grade field.

Lastly, the survey shows that the average retailer (including, surprisingly, some large operators) needs an education about shoe materials. The confused idea about calf and side leathers, for instance; or the lumping together of all types of suede as kid or calf; or the lack of distinction between elk and side leathers. If the retailers can't distinguish, how can the consumer know the difference?

COLORS

Spring-Summer Footwear

A blue-boom has blossomed. A good white season; green stronger than red. But never underestimate the traditional power of black.

RETAILERS throughout the country, a SHOESCOPE national survey reveals, are placing their chips on blue for the outstanding color. Moreover, the consensus is that it will be a shoe-colorful season.

BLACK: Despite all the hullabaloo about colors, black will continue to take its traditionally large bite. For Spring, about 80 percent black; for Summer, perhaps 60 percent.

WHITE: Everyone expects it to be the leader for Summer, and stronger than last year. In Miami and Dallas it is already at the top of the heap—that is, for Spring. White linen and white kid rated highest honors.

BLUE: Its position is best illustrated by the comment of one retailer: "If blue doesn't come through, a lot of us are going to be stuck badly," Some retailers are stocking as high as twenty percent of their shoes in blue—over-all or trim effects—for Spring. They expect to see it continue well throughout the Summer, too.

BROWN: This averaged about third position. Browns, of course, include all shades from tan downward, with emphasis on lighter, copper tones. It is rating poorer in the South than in the North and West. It may be a dark-horse, however, this Spring and Summer. It rated only slightly behind blue.

GREEN: With some surprise, green took firm hold of fourth place in the ratings in almost every instance, topping red, gray and other colors.

RED: It averaged number five spot, though its rating nation-wide, was more erratic than green, which showed a national consistency in selection.

GRAY: This color showed a marked variability in popularity, depending upon the city and the retailer. It tended to be stronger with department stores and large retailers dealing in higher priced footwear.

BEIGE: Received only mild mention, almost everywhere, and will not be seen much in either Spring or Summer.

TWO-TONES: These held up chiefly by virtue of the spectator pump, which is expected to have a good season, thanks to the new squarish heel which is excellently adaptable to the spectator. The conventional black-white and brown-white combinations will be available but will not create any splash. Look more for combinations using blues and greens, both for Spring and Summer.

MULTICOLORS: These are restricted largely to casuals and and a very short season. However, a fair proportion of retailers have selected multi-colors in preference to two-tones.

OTHERS: Pastels are making a surprising showing,

especially in fabrics and suedes. In the warmer climate cities they are being stocked on a year-round basis.

Significance

About this time every year the shoe men and fashion experts make their predictions about a "highly colorful shoe season" ahead. There is a great deal of talk about this color or that shade. But invariably it usually turns out about 80 percent black, and 15 percent brown for Spring, with these percentages lowered appreciably in Summer to allow for the customary white season.

However, there is reason to believe that there may actually be more color seen this year than in many seasons past. Women have been sticking to more traditional colors—blacks and browns especially—because of high shoe prices. If they bought fewer pairs, then those they bought have to serve as all-around shoes adaptable to many occasions. Now, however, with the boom in casuals and lower prices in the casual field, more pairage is in view. This means more demand for variety. And this in turn means demand for more color. Thus the change in the economic picture has created a corresponding change in the style-color picture.

No one can explain the brilliant upshot of blue as the color. As in most cases, it "just happened." How big it will be in terms of consumer demand, no one knows. But retailers are evidently prepared for the demand.

And as blue has spectacularly popped into the picture, most of the metallic shades have popped out of it. In the survey, almost no metallics except sun copper were mentioned; and sun copper is still indecisive. Another big surprise was green. Why it rated so strongly, no one knows. But green may also prove to be a darkhorse.

COLORS

	BURL+	BROWN	Marie	But	250	GREEN	GRAT	Beice	1.00	Mari
N.Y.	1	3	1"	2	5	4	6	7	8	9
Boston	1	3	1*	2	8	4	5	6	9	7
Снісабо	2	6	1*	1	5	4	3	8	9	7
Міамі	2	7	1	6	3	4	10	8	5	9
Los Ang.	1	2	2*	3	7	4	5	8	6	9
DALLAS	1	6	1	3	5	4	8	9	7	10
St. Louis	1	3	1*	2	4	3	7	5	6	8

SUMMER ONLY

SHOE TYPES

Spring-Summer

In dressy footwear, a race between pumps and sandals; in casuals, the playshoe is well out front.

IN PREPARING this particular survey on "shoe types," SHOESCOPE decided to select basic types rather than all types. For instance, instead of classifying "pumps" as opened and closed, or "straps" as ankle or instep, only the basic classification was given.

Dress Types

PUMPS: This won first place by a substantial margin. Closed-up pumps will be very strong for Spring, though still not a higher percentage than opened-up types. But more closed-up than in several Springs past. As the warmer weather moves in the large majority of pumps will be opened, with hundreds of variations in styling effects which for this season will be truly beautiful. And the strap pump will be quite prominent.

SANDALS: Rated a strong second position. But not the sandal in playshoe or casual types; rather, the sandalized dress shoe with lots of smart open-work treatments.

STRAPS: The ankle strap and instep strap are running about 50-50. This has surprised most shoe men, who expected the ankle strap to fade. However, once the initial "Frenchie" effects were removed or reduced (the multiple ankle straps) then the ankle strap really showed its popularity which is still holding good. The simple, single, narrow strap is far in the lead. For instep straps, the single wide strap with lots of cutout or lacy effects is in the lead, particularly in Spring footwear. And straps with pinking or scalloped effects. The idea is to make these straps in keeping with the popular opened-up shoe.

OXFORDS: This is practically in exile in the dress shoe class. But one chain store buyer offered a significant remark: "The designers have woven beautiful tricks with every other type of shoe. Why have they neglected the oxford? By beautifying the oxford and creating a dress-type shoe out of it they could give us a whole new line of shoes to push—shoes that might surprise us all in popularity."

Casual Types

PLAYSHOES: Far away in first place in the national ratings in most cities. However, it is pretty hard to pin down this shoe to a specific description, as so many casuals fall into somewhat generalized class. Anyhow, the variations in styling effects here are multitudinous—in color, design, materials, etc. Its strength, of course, is in Summer.

LOAFER TYPES: No signs at all of this perennial to wilt in the fashion competition. It is now a bread-and-butter shoe year-round. Now, however, it is being dressed up a bit, though not enough to alter its basic appearance, but only to add a new styling wrinkle for the sake of change.

SOFTIES: These have gained a definite place in the casual field. Their comfort and novelty styling possibilities make them naturals for the colorful Summer season.

BALLERINAS: Fast fading, according to reports. It was a short-lived fad, but lived long enough to give retailers a chance to cash in on it. The ballerina is not yet dead, will be seen to an appreciable degree, but the trend is now swiftly downward.

Significance

Ties received a mention as an up-and-coming style trend; the one-and-two-eyelet tie especially. The opened-up shoe is still a potent style factor, not restricted by weather, either. The popularity of cutouts and the shell vamp have given added impetus to opened-up footwear.

The one outstanding finding was this: it is pretty difficult to label a shoe by its basic classification. So many new treatments or variations have entered into the new shoes that though they retain their basic types they also overlap other types, or incorporate versions from other types to sort of "mongrelize" the shoe. A pump or sandal is no longer strictly a pump or sandal, but we have instead the sandalized pump or the pump-like sandal.

The same is applied, perhaps even more emphatically, in the casual field, for here there is less demarcation between basic types. A shoe is part ghillie, part moccasin; part softie, part playshoe.

Is it a trend? Will shoes be bought more on the basis of individual style appeal, or on basic types? The designers have shown a lot of ingenuity in creating "new" shoes primarily by incorporating or over-lapping treatments belonging to a variety of basic types. It's true that we get a new shoe, but we also get a shoe that defies classification.

TYPES

				ITP	ı	- 3			
DF		TYP			1			JALS	
	Puraps	SANDRES	STRAPS	Chroso,		BRILES.	SOFTIES	CORFER	PLATITO
N . Y.	2	1	3	4		4	3	2	1
Boston	1	3	2	4		4	3	3	1
CHICAGO	1	3	2	4		3	4	2	1
Міамі	2	1	3	4		3	4	1	2
Los Ang.	1	2	3	4		4	2	3	1
DALLAS	2	1	3	4		2	4	3	1
ST.Louis	1	2	3	4		1	2	3	3

HEEL HEIGHTS

Spring-Summer Footwear

Lots of variables here, depending upon the city and the store. But generally, top ratings go to the 16/8 and 8/8.

EXCEPT for the extremes (4/8 and lower, or 24/8 and higher) the ratings of heel heights for Spring and Summer footwear showed a high degree of variability, depending upon the city and the store; also upon the price range of footwear carried. Generally, the heaviest range of popularity fell in the middle ranges—12/8 to 18/8. As more than one retailer said, "They're still using heel heights that have an all-around adaptability—use for many occasions." Generally, too, heels will be higher for Spring, lower for Summer.

0/8 to 3/8: This was the poorest range of all. And it warranted a rating only by virtue of the ballerina, which is still in the picture, though fading.

4/8 to 7/8: This made a good showing, but spasmodically. As one department store shoe buyer said, "They like 'em low, but still want 'em high enough to give them a lift off the ground."

3/8 to 9/3: This group took second place in the entire range. Very popular in regular and wedge heels, but especially the latter.

10/8 to 11/8: These heels are showing up well, but are sort of "in-betweeners" in the low-heel class. Most selections were a little above or a little below these heights.

12/8 to 13/8: Rated about fourth place. Lots of wedgies and Dutchies fall into this range—heels destined for high popularity in casuals.

14/8 to 15/8: This range will do well in Spring footwear, but will drop in Summer. The Cuban continues to be a wholesome staple in the dress shoe class.

16/8 to 17/8: Top honors went to this range. The smart new square heel in these heights is giving added impetus. These heights are destined for a good showing both in Cubans and slimmer heels.

18/8 to 19/8: Rated third spot over-all, but a lower rating in the warm weather cities.

20/8 to 21/8: Here was another "in-betweener"—neither medium nor extremely high. But it rated well.

22/8 to 23/8: The trend toward lower platforms has lowered the popularity of the extremely high heels.

24/8 up: Mostly in higher grade shops, though some are being used in novelties in the chains.

Significance

The two principal features revealed by the survey is the still-rising strength of the wedgie, and the interest in the slim, squarish heel (16/8 to 19/8).

The wedge heel has received ingenious treatments in the hands of designers (see the wedge heel spread in this issue of SHOESCOPE). It has become more than a mere heel, but has become part of the total shoe design: not simply in terms of design but in the use of color and material for covering purposes.

Also, like the open toe, the wedge heel may attribute part of its surprising popularity to its comfort factor, for the heel portion under the shank acts as a sort of arch support—a blessing in hot weather when feet tire easily after walking or standing. Lastly, the boom in casual footwear has made an ideal opening for the wedge heel, which adapts nicely to this type of shoe. Most popular range for Summer wedgies is 10/8 to 13/8.

The "square" heel in the 16/8 to 19/8 range is winning much favor as a new heel. The edges of the square portions may be sharp or slightly softened by beveling a bit.

The higher heels are tending toward more slimness; a lot of line grace.

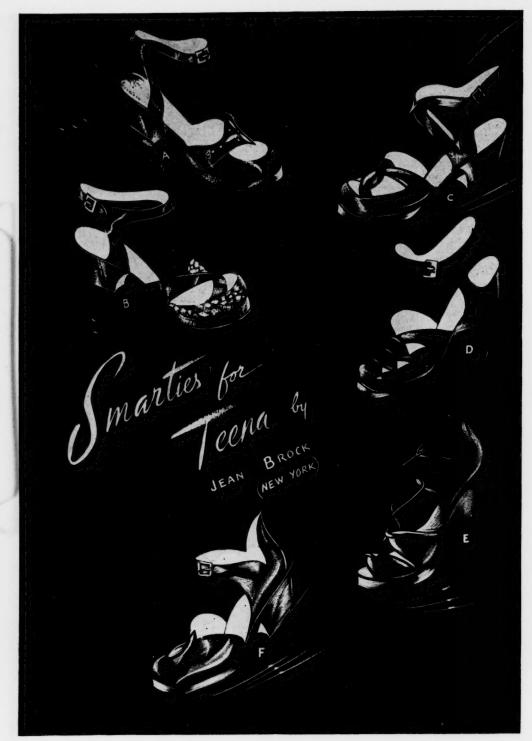
It was interesting to note that there were several comments from shoe men regarding heels and their role in shoe styling. A number thought that heels were "lagging" behind the smart advances in shoe fashions; that, as one man said, "heel manufacturers are just putting heels on shoes for sheer functional purposes. The heel should have an individuality of its own, blending, of course, with the character of the shoe."

It is true: a lot of heel manufacturers have shown a reluctance to create new ideas, to introduce them, to "sell" them to the shoe people. They are, said one chain store buyer, "more concerned with heights than with designs. We need heels that contribute something, of themselves, to the fashion—to be a source of attraction in and by themselves,"

These comments are highly significant, for they show a potentiality that may be developed by shoe men and heel men alike, and help give an impetus to shoe fashions from a completely new aspect.

HEEL HEIGHTS

	%- 3/8	∜8 - 7/8	8/8- 9/8	10/8-	13/8-	14/8-	16/8-	18/8-	20/8- 21/8	22/8-	24/8- UP
N. Y.	11	8	6	7	2	4	3	1	5	9	10
Boston	11	3	2	6	7	10	1	4	8	5	9
CHICAGO	10	8	3	9	6	5	1	2	4	7	11
Miami	9	3	1	7	5	10	2	8	4	6	11
Los Ang.	11	9	3	10	1	7	5	2	6	4	8
DALLAS	11	8	6	4	1	2	3	5	7	9	10
St. Louis	11	7	2	9	4	5	3	1	8	6	10



-4-

Dressy sandal with high-riding peaked vamp and anklet strap; in colored suede or calf.

-8-

An unusual "graduated" platform and semi-wedge heel; in combination high color reptile and white suede.

-C-

A blunt toe sandal with interwoven strap treatment and unique quarter.

D

The new square toe, with novel high-riding vamp and wide instep strap. -G-Sandalized version of the ghillie tie adaptable to multicolor, combination or allover summer shades.

H

Summer anklet sandal with scooped-out vamp. Matched cutout motif on vamp and strap.

White suede slingback pump with brown calf binding, wedge heel, open toe.

"Young casuals" with a special slant for teen-agers have caught on strongly. These new styles will be well opened, with new strap patterns the leaders, especially on wedgie types. The crepe sole is winning more favor on these fashions—on dressy as well as conventional styles.

The sturdy types of teenage footwear are receiving new impetus by virtue of the incoming square toe, adaptable to oxfords, moccasins, ghillies, etc. These styles are "dressed up" by stitching, perforations and other decorative effects to "lighten" the sturdy look.

The teen-ager as a distinct style influence is now well recognized. Designing for this field is becoming highly specialized, requiring close and intuitive touch with teenage fashion ideas. Miss Brock here presents a number of these keenly attuned new footwear fashions.

Fresh treatment of the popular ghillie—sandalized for summer, in allover calf.

A square-toe sandal in white with bright colored binding on toe. Note fold-over effect on yamp. Narrow, delicate, low-riding strap with closed toe and heel, a new treatment.



History Of Heels

The use of heels dates back to 3000 B. C. when sandals were worn with heel shields. These sandals, worn by queens before Cleopatra, often had jewel studded wood heels. Platform shoes, from which high heels evolved, were worn in 715

Heels as we know them today. were not introduced until Catherine de Medici came to France as the bride of Henry II in 1547. She created the idea of high-heeled slippers. High heels were then being worn in the courts of Spain and Italy by lords and ladies alike, averaged about 8/8 in height. In France, the sixteenth century saw thick soles and heels used for outdoor wear.

Most men wore high heels by 1600. This period also experienced higher heels for women. Mules with high heels were introduced for wear in the house. The spindle-shaped French heel was worn at the beginning of the eighteenth century, often were painted red or covered with the same material as the upper

of the shoe.

Low square heels were worn in the 1800's. Heels were never higher than 12/8. This period introduced the D'Orsay pump made with a

Cuban type heel.

The French heel was a voque in the early 1900's, but was not as high and slender as today. The high boots worn with dressy clothes were finished with high French heels.

World War I sobered heel styles and women wore the thick, square military heel on pumps and oxfords. The first radical change came with the innovation of the three-inch heel, a full Louis used on shoes with a short vamp, often the D'Orsay

Casual type footwear became popular about 1938 and with it the Dutchie" heel. This paved the way for the wedge heel, originally 8/8 in height. By 1941 the wedge had grown to 24/8 and was being carved in many designs and scooped

on the bottom.

The platform era brought higher heels. Heels began to assume more graceful slender lines with their

added height.

Wedge heels, many of them scooped and shaped in various ways, are definitely here for a while. The "flattie," the "baby Louis" and the low Cuban also fit into this picture. High slender heels for stepping-out occasions, however, still have a solid place in shoe styles.



1: a 22/8 with grace and proportioned character, for dressy platforms; 2: modified Dutchie, increased breast curve, lighter appearance, to go with modified pointed tce: 3: a 17/8 Continental. slenderized, and squared back: 4: an II/8 pyramid heel with shorter lip— used on plain pump; **5:** a 7/8 flattie with Louis effect on breast; **6:** a 22/8 narrowed and lightened, for high-style novelties: 7: a 17/8 straight-backed Cuban for sandalized pumps: 8: an 18/8 for high-style platform sandals.

Spring-Summer Heels

The Louis is now being made with more curve at the back to give it added grace. The slim, full-breasted Louis is the favorite with high platform shoes. This new light Louis is now seen with a flare at the base which gives it a more spindly appearance while giving more walking comfort. The curved Louis is emerging in all heights. The 18/8 Spanish Louis is good, easy to build styles around.

Low-heeled shoes feature the half Louis and the baby Louis heels. The half Louis is replacing the Dutchie in casual footwear. The baby Louis, which dates back to 1912, finds its place on shell pumps and even on spectator pumps. The flattie heel is also being made with a Louis curve for the new light look in footwear.

And more ideas for comfort and health. So comes new popularity for the wedge heel. The wedge has changed from its original bulky form. The light graceful appearance will be stressed by scooping the wedge at the bottom and thinning down its sides. The old straight wedge heel is now tapered and falls into the 8/8 to 10/8 category. Also new is the baby Louis wedge, its back arched and its base flared.

The solid Cuban heel has been considerably altered. The pluggy look has been erased. Instead is a slimmer, lighter Cuban for sandal type shoes and spectator pumps. The Cuban with its slender sides and flared base will be from 6/8 to 14/8. The platform sole has slenderized the Cuban. Where a single sole shoe required a heel about 16/8 in height, the same shoe with a platform sole calls for a heel about 18/8.

Heel covers will also be styled anew. Some appliqued in various manners; some covered with two or three different sections divided between reptiles and smooth leather. The heel position has been changed so that the coupling between the heel and sole is shorter to make the

shoe look smaller.

The consensus finds medium to low heels popular. The baby Louis, the wedge, the Cuban and the Dutchie for everyday and semi-dress wear. High heels on very dressy shoes only; these heels curved. slim and graceful to complete the long slender lines of clothing fashions. And platform shoes with high spindly heels will be worn wherever the American woman dons her finery for special occasions.



Wedgie Wonderland

This amazing galazy of wedge styles is derived from Sweden. It is a sparkling array combining imagination, ingenuity and originality. Their colorful designs may find adaptability to our own boom in wedge heel footwear.



A

Airy sandal with leaf motif on vamp and quarter, with simple instep strap. Light and airy "doughnut" design at vamp and quarter creates a unique sandal.

В

Shell vamp sandal with teardrop cutouts, twisted lock straps on quarter.

C

Slenderizing sandal achieved with V-vamp, cutouts and graceful lines.

The popularity of the sandal shows no inkling of waning. Its long reign is taxing the ingenuity of shoe designers to create new and interesting versions. Al Lewis, an old hand with young ideas in shoe fashions, applies subtle new effects to sandals attuned to the seasons.

In this smart group of ten sandals he demonstrates his fine craftsmanship with delicate touches of new lines, cutouts, strap effects, etc.—applying these to the high and the low heel. The result: an array of summer sandals sure to be up front in the warm weather style parade.

D

Low-heel casual sandal with scallop cut out treatment on vamp.

E

Flat sanded for bucko and calf; functional instep strap buckle, ornamental vamp buckle.

F

V-shaped throat with scallop motif on vamp and quarter, and asymmetrical strap.

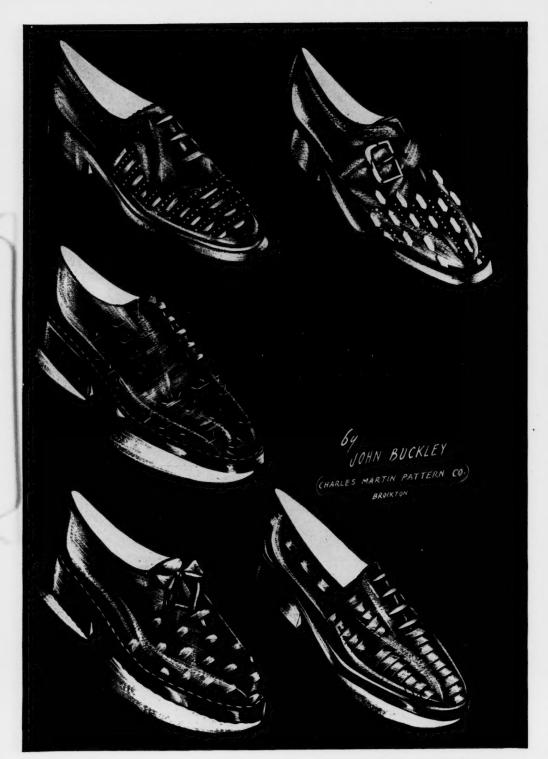
G

Flat sandal with asymmetrical strap, unusual quarter effect—for bucko and calf types. Smart criss-cross ankle strap, with emphasis on line treatments throughout the shoe.

J

Twisted vamp and quarter treatment enhanced by decorative stitching effects.





A

The vamp and sides are perforated and woven; edges of quarter and vamp scalloped; sole is leather.

8

Monk strap, woven and perforated vamp, decorative slitching on counter, leather sole. Monk strap with exaggerated buckle; combination weave, perforation and stitching; rubber sole.

9

Smart use of weaving around forepart and counter, with varied perforations on vamp, leather sole.

E'EN moreso than last summer the theme, Weave 'Em And Reap, is to ride high and handsome this year in men's summer footwear. Last year these styles were quite ordinary, so long as the shoe was woven. But this year the designers have applied their natural ingenuity and have come up with numerous smart new versions of the woven shoe. Designer John Buckley, by combining weave, perforation, stitching, scallop and other treatments, has created some interesting new woven-shoe patterns certain to strike an inspirational note among shoe men.

C

Combination weave and perforation; rubber sole.

D

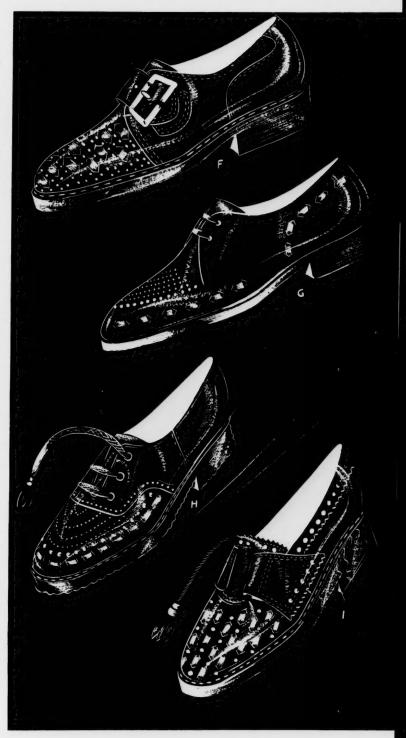
Combined weave and perforation with decorative stitching and crepe sole and heel.

E

The weave motifiscarried through from toe to counter; leather sole. н

Light use of weaving offset by decorative perforations; crepe sole and heel; heavy lacings.

Another perforation and weave combination in new ghillie version; bold lacings; rubber sole.



-% to % inches, with most play on % inch. Two reasons for its continued popularity: comfort, and keeps feet dry in wet weather. But more <u>single</u> soles are coming in. These conform better with the demand for light-airy shoes.

The shell vamp, no longer new but still the best-selling vamp. Mostly with lattice effects. Shell vamp allows for more use of closed toes, too. Started in highgrade shoes, now strong in volume. But all vamp treatments doing well: V-throats, cutouts, scalloped, modified peaks, etc. Something new due to break in vamp effects.

For dress footwear <u>best-selling heels</u> are in the 16/8 to 18/8 range, followed by 22/8. In the lower group, number one is the 12/8 followed by 8/8. Popularity of <u>wedgies</u> show no signs of decline. The <u>square heels</u> are making good progress—that is, the newer types in ranges 14/8 to 19/8. Softened rather than sharp edges. On Cubans the "squaring" gives the heel a smart light appearance, removes the bulky look from the conventional Cuban. And watch the "little baby Louis" of 13/8 height. Very cute, novel; but how it will take is still conjecture.

Will the popularity of flat heels break suddenly? Much talk along these lines. Flats have been in the picture a longer-than-usual time. How much longer will they reign? Some of the style "prophets" envision a sudden change-if and when it comes-away from flats. Where to? The opposite extreme-into the petite cute novelty types (with 16/8 or higher heels) of the Thirties. Style switches are usually extremes. But keep in mind that the platform was also "predicted" to be fading, but it's still with us. However, it's just that when one aspect of fashion has been with us a long time, a sudden switch comes along. It usually happens. And it is likely to happen to flats.

The open back still predominates. But more and more closed backs coming in; may predominate for fall-winter. However, closed backs with "compensating" open work to keep the shoe light appearing. With open shanks, for instance. And scooped sides with peaked backs. Scalloped quarters, too, with cutouts. One important development is the quarter with a high peak at its sides—a treatment applicable to many types of shoes. The quarter is high-riding, the peaked portion pointing upward or forward.

Pleats and drapes are indecisive. Everyone agrees that the use of pleats and drapes makes beautiful shoes. And they are being made in higher grades. Lots of possibilities-color combinations, designs, materials. But too costly in volume business-shoemaking problems, labor costs, materials costs, etc. If these could be cut by new methods, drapes and pleats might boom. In volume footwear, however, they will be restricted to use on bows, rosettes and other decorative effects.

The use of piping, especially for fall, will continue on a large scale. But fewer metallics, more colors. However, more subdued colors, blended effects.

Buttons still the big item in ornaments. Decorative rather than functional. Adjustments are chiefly by gore. And be on the watch for the return of nail heads. They're "sneaking" in now, may gather momentum. Over-all, however, emphasis is on shoe design rather than added ornamentation. Decorative effects are incorporated in the design of the shoe.

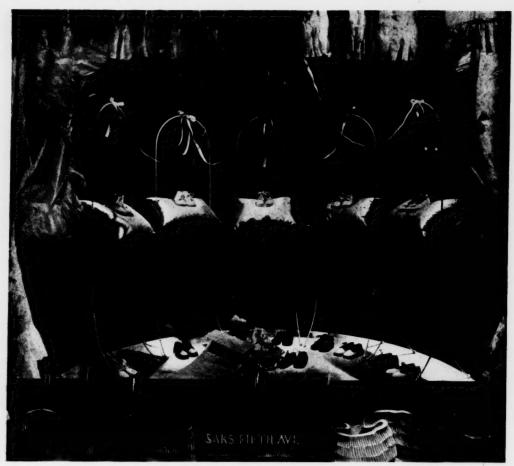
Teen-age footwear following grown-up patterns. Most popular are the opened-up effects with strap treatments. Double straps and anklets, too. And the simple Mary Jane with button adjustment. Crepe soles continue very big, and with adult footwear, too. The sturdier types-oxfords, moccasins, ghillies, etc.-receiving new impetus by virtue of the square toe, often nicely balanced by the square heel and square-cut throat or "squarish" effects in the over-all design. Stitching and perforation is also part of the picture.

Men's woven and perforated shoes are a walk-away for summer. In short, a repetition of last year, only bigger now. Lots of fresh versions in these types. Some in two-tone, some allover. Weave or perforation in quarter as well as vamp. The "new" last is the English Continental—a straight outer line from heel to ball. Very popular about 1929. Now returning. Bold-type footwear bolder than ever. Some soles almost an inch thick, though average runs thinner. The usual bold effects in all parts of the shoe. Colors: the same browns, wine and burgundy. Ho-hum.

Men's show business continues slow. Prices one big factor -despite the inherent value for the money. Also, in men's shoes a style of 1938 can be worn, quite in vogue, in 1949. No fashion incentive, no promotional impetus. The more visionary men's fashion authorities say this branch of the business needs a shot of style serum in the arm.

Children's footwear getting a dressing-up. Low-throated ghillies, sunny day sandal types, monk straps, and one-strap models. These are enhanced by combinations or reversed and top grain leathers of various colors and materials. No startling new ideas in this field. These shoes must be tempered in styling with considerations for healthful fit, functional values, and practicability of shoemaking costs. However, breaks from orthodox types are practical, while still retaining factors of childish charm and naivette.

Over-all picture is that most of the basic style features now popular will continue for a while. Currently a state of suspension, of wait-and-see. To repeat: the lull before the storm. Maybe in two-three-four months some of the present experimental ideas will crystallize, begin to formulate trends that can be picked up with some assurance. But for the moment we're in a state of transition—though transition to what destination, no one seems quite sure. Only one thing is sure: a major turn in the road is ahead. We're speaking now of basic style changes and not superficialities in fashions which can alter month to month, or in price lines, or with individual operators.



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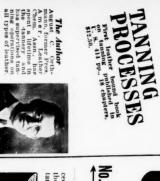
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Women's Colors for Fall 1949

The following colors for women's shoes and leathers for Fall 1949 were issued by the Textile Color Card Association of the U.S. Inc.

TOWN COLORS

PROMENADE BROWN . . . This rich deep tone commands attention as the preferred dark brown for volume requirements. Its excellent blending qualities are especially apparent with fall costumes in chocolate, coffee and cocoa browns, as well as neutral beiges in the string, cork, hemp and putty range, with which it carries out a pleasing tone-on-tone effect. Also worn with charcoal or smoky greys and deep pine, olive and spinach greens. This versatile brown leather shade is an effective darker accent to the shadowy "After-Five" Tones, for informal cocktail, dinner and theatre wear.

COGNAC BROWN . . . Spirited medium brown, in perfect harmony with costumes in coppery and spicy hues, rich mordoré or golden browns and lively beiges, as the toast, amber and honey types. Likewise favored with burnt gold and tobacco bronze shades, duck and greenish sea blues, also medium greens in the moss, frosted lime, jade and almond variations. Its warm reddish cast tones in well with the smart rosy champagne. terra cotta rose, old port and rose acajou or manogany shades.

TOWN TAUPE . . . High fashion prestige is accorded this sophisticated new tone, which answers many important needs for a distinctive neutral accent to leading costume colors for fall and winter. This discreet brownish taupe leather shade harmonizes subtly with sable taupe, nutria, beaver and sand or grége tones. Appropriate, too, with autumn wine, wild blackberry, plum and periwinkle or cornflower blues. Also a subdued complement to the muted group of "Tender Tone-on-Tones", including foggy blues, faded lilac and gentle winter pinks and roses.

PARKWAY GREEN . . . Rates a very significant style position as a smart forest green leather tone, blending harmoniously with new greens in fall and winter costumes, including the cedar and balsam versions. Has decided fashion allure, too, as a contrast to warm browns and beiges, henna, rust, brick and coppery hues, also burnished tones in the golden. amber and bronze gamme.

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Copper Rust, the vibrant henna hue, adds a dashing new note to sports clothes in tangerine, flamingo, rust, amadou and coppery shades. It is also a bright accent to greens, including emerald and lime, agua and turquoise shades, beiges or natural tones and greys. This gleaming copper version is especially stressed for wear with the smart rustic colors featured in "Shades of the Woods." Turfgreen, the lively new paddock shade, is smartly teamed with sports and casual clothes in burnt gold, spiced honey, coppery and rust hues, animated greens, and natural, string, sand and clay tones. Also a swagger complement to rustic or woodland shades.

Palomino Blond, inspired by the rich burnished shade of this beautiful horse, provides an appealing lighter accent to sports, cruise and resort clothes in the bright hues featured as Colors Under The Sun, also autumn pastels and the entire scale of warm tans and beiges, gold, chamois and winter blond.

Added to the above trio for casual wear are the successful repeated tones, Cherry Red and Slate Grey.

Men's Colors for Fall 1949

The following colors for men's shoes and leathers for Fall 1949, were issued by the Textile Color Card Association of the U. S. Inc.

SMOOTH LEATHERS

BROWN OAK . . . Considerable stress is placed on this clear warm version as the most important volume brown for general city wear. Suitable for all types of finish, on kips, sides, calf and goat.

BRITISH TAN . . . Continues to win increasing favor as a highly desirable basic shade for better grade town shoes, especially in calfskin. Adapted to smooth, boarded and grained leathers.

TAWNY TAN . . . Repeated as a successful light tan for urban wear, especially in localities where lighter colors are preferred. Recommended particularly for smooth calf, kips or sides and some grains. Well-suited to antiquing or staining.

AMERICAN BURGUNDY . . . an excellent Cordovan shade with richness and depth, which shows every

indication of gaining increased acceptance for town shoes. Appropriate for side leathers and calf.

GOLDEN HARVEST . . . This lively golden gorse shade enjoys growing prestige for town and casual wear, from the style as well as merchandising angle. Suitable for smooth calf, kips and sides, also pebbled and heavy grain surfaces.

NATURAL TAN . . . Although its principal use is for outdoor and casual shoes to go with sports and country clothes, this popular natural tone is likewise favored in certain localities for special type town shoes. Adapted to vegetable tanned leathers, elk and smooth finished sides. Also used in brushed leathers for winter resort shoes.

CHERRYTONE . . . A distinctive ruddy color rating wide acceptance, especially in youthful type casual shoes for town wear. Used in volume for side leathers and kips in smooth finish and heavy grains. Has more limited use in calf.

Note: BLACK holds its usual position of importance.

GRAINED LEATHERS BROWN OAK GOLDEN HARVEST

There is continued acceptance of grains of various types for many important purposes. The softer leathers, particularly suited to town and casual shoes, are developed in grained kips and sides and in high grade calfskins. The more rugged and heavier pebbly and embossed grains on kips and sides are especially well adapted to campus and sturdy country type shoes.

Women's Town Colors

CHERRY RED . . . Maintains its success as a widely favored medium red of animated tonality, for street wear with tailored clothes in navy and greyed stone or dove blues. Also lends a dashing swagger air to



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taupes, medium and darker greys, as the smoke, steel and slate types, as well as subdued beiges and natural tones, and greyed greens like dusty jade, teagreen and limefrost.

ADMIRAL BLUE . . . This popular navy leather tone remains firmly established as the classic dark blue that harmonizes so well with fall costumes in navy and lighter than navy blues, including the forest blue type, also bright royal versions, like blue flame. Also in good taste with greys, taupes, neutral beiges, vintage shades and bright medium reds.

SLATE GREY . . . Again endorsed as a widely accepted darker grey that blends well with many autumn costume tones, especially smoked crystal, graphite and cinder greys. Because of its modulated quality, this desirable neutral shade keys deftly with cloudy blues, muted mauves, glacé rose and other subtle tender tones. It also serves as a subdued accent to medium and darker reds, including maroon wine, ruby and garnet, and purplish shades in the gamut of eggplant, blueberry, and ash violet. Note: BLACK holds its usual position or importance.

CASUAL COLORS
COPPER RUST
TURFGREEN
PALOMINO BLOND
Also CHERRY RED and
SLATE GREY

The three intriguing new shades in this informal group play an important role in the successful promotion of the increasingly popular casual and spectator shoes to wear with youthful sports, campus and country clothes, as well as for cruise and winter resort use.

BRUSHED LEATHERS BERMUDA BROWN RUSTIC GREY MIDNIGHT BLUE

"Brushed leathers" is the new terminology adopted by the men's shoe industry to denote reversed or sueded surfaces. These brushed leathers, developed in various weights for different types shoes, are finding favor for town and campus use, as well as for sports and casual shoes for country and winter resort wear.

PROMOTIONAL COLORS

This highly distinctive group of deep blackish tones is introduced as a new promotional theme in men's footwear for fall and winter.

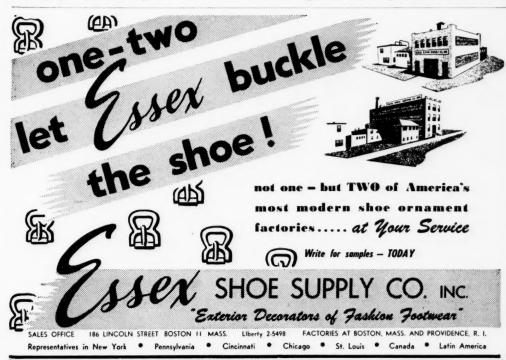
HUNTBROWN . . . Dark brown for brushed leathers, adaptable for town and casual shoes, especially to go with suitings and overcoatings in

browns, tans and brownish mixtures. Also has limited use in boarded calf for town wear.

BLUE EBONY... New ultra dark blue, suggested for special type shoes in smooth and grained leathers, to wear with town clothes in midnight blue, slate blues, Oxford and Banker's greys. Also used in brushed leathers for new tassel moccasin evening shoes

for wear with midnight blue dinner suits.

JET GREEN . . . This deep green of blackish undertone has particular style significance for town shoes that blend with the same dark green newly introduced in men's suitings in monotones and mixtures. Principally for brushed leathers, but has possibilities also for grained and smooth leathers.





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Leather Show Exhibitors

Eighty-six upper leather tanners, members of the Tanners Council, are displaying new leathers and colors for spring and summer, 1949, at the Leather Show March 8-9 at the Waldorf-Astoria Hotel, New York City. Following is the list of exhibitors:

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